

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. - 20. (Canceled)

21. (Currently Amended) A method ~~for updating user profile of a user on an apparatus~~ comprising:

updating a user profile of a user on an apparatus by obtaining an information characteristic of content information;

obtaining feedback information of said content information from the user;

obtaining an alert characteristic from the information characteristic;

determine a comprehensive alert level based on parameters of the alert characteristic;

weighting the feedback information by the comprehensive alert level; and

updating said user profile according to the weighted feedback information.

22. (Previously Presented) The method according to claim 21, wherein said information characteristic comprises a content characteristic and particular program information.

23. (Previously Presented) The method according to claim 22, wherein the particular program information is a key word in synopsis.

24. (Previously Presented) The method according to claim 21, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

25. (Canceled)

26. (Currently Amended) An apparatus for updating a user profile, comprising:

[[an]] a user communicating receiver ~~means~~ for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

a content-alert processor ~~processing means~~ for obtaining an alert characteristic from the information characteristic, determining a comprehensive alert level based on parameters of the alert characteristic and weighting the feedback information by the comprehensive alert level; and

[[an]] a user profile updater ~~updating means~~ for updating said user profile according to the weighted feedback information.